



# Northumberland County Council

CABINET

9<sup>TH</sup> APRIL 2019

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## **Northumberland Cultural Fund to support Great Northumberland 2019**

Report of: Kelly Angus, Executive Director of HR/OD and Deputy Chief Executive

Cabinet Member: Councillor Cath Homer, Portfolio Holder for Arts, Culture, Leisure and Tourism

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### **Purpose of report**

To present the proposed application process for a Northumberland Cultural Fund, which will be open for all Northumberland organisations and groups to apply for support as part of Great Northumberland 2019 (GN2019); an arts and cultural programme which will take place across Northumberland this summer.

The Cultural Fund will be aimed at Northumberland groups who can sustain a programme of engagement in arts and culture to benefit health and wellbeing throughout the proposed 2019 programme and also beyond this. It is anticipated that the Cultural Fund will be used for small projects, aimed at supporting the programme of County wide activities and is not intended to fund large scale events.

### **Recommendations**

Cabinet is recommended to:

- endorse the application process for the 2019 Northumberland Cultural Fund

- welcome the opportunity to seek positive media coverage for Northumberland through GN2019 building on the successes of the dedicated Great Northumberland events website and the Discover our Land campaign.
- Approve up to £100,000 of funding to support the positive impact of community cultural events to the health and wellbeing of our residents.

## **Background**

The Council sponsored an ambitious showcase of events throughout the County last year under the banner of Great Northumberland. These events took place each weekend across the County throughout the summer from 7th July - 1st September in 2018.

A new brand, logo, website and social media campaign was launched which encouraged all event organisers to add their events on to the Great Northumberland website. This raised the profile of Northumberland events to local audiences and to the region in the year of the Great Exhibition of the North.

A promotional film of GN2018 is on the NCC website <https://www.northumberland.gov.uk/Libraries-and-archives/Culture-arts-and-heritage.aspx#aboutcultureartsandheritage> and has been shared with all partners and cultural organisations to celebrate the success of the programme and promote the County's diverse cultural offer.

The proposed Northumberland Cultural Fund is a legacy to the first year of Great Northumberland and will allow the sector to continue to work together to plan for the future, joining up their events programmes and build on what has been achieved in the pilot year.

## **Northumberland Cultural Fund: Process**

- 1.1 The Fund will be promoted through the Great Northumberland events website, and partner networks including the recently formed Cultural Network. Organisations will be able to apply by downloading the guidelines (Appendix 1) and the Application Form (Appendix 2)
- 1.2 Organisations or constituted groups can apply up to a deadline of 5pm on 24th May 2019. It is proposed that funding up to a maximum of £10,000 can be applied for.

- 1.3. A decision making panel will be convened in late May and successful applicants will be informed by beginning of June 2019.

## **Conclusions**

- 2.1 In conclusion, the development of a small cultural fund will continue to enhance the legacy of the Great Northumberland Programme but also to facilitate and encourage free and sustainable Arts and Cultural engagement throughout Northumberland for residents to enhance their health and wellbeing.

## **Recommendations**

Members are asked to:

- endorse the application process for the 2019 Northumberland Cultural Fund
- welcome the opportunity to seek positive media coverage for Northumberland through GN2019 building on the successes of the dedicated Great Northumberland events website and the Discover our Land campaign.
- Approve up to £100,000 of funding to support the positive impact of community cultural events to the health and wellbeing of our residents.

## **Appendix 1**

### **Northumberland Cultural Fund: Funding Guidelines for all applications**

The Northumberland Cultural Fund (NCF) is to support arts and cultural events taking place this year in Northumberland. It is designed to support you to deliver your event as part of Great Northumberland 2019(GN19). NCF focuses on projects that are ready to impact positively on its communities and supports community engagement.

**All decisions on applications are final. All applications must be completed in full to be considered.**

#### **You can:**

- Work in any creative genre from visual arts, music, dance, comedy, poetry and drama.
- Apply as a constituted group, charity or Not for Profit organisation.
- Apply if your organisation already receives funding from anyone else, as long as you apply to NCF for additional activity not already funded.
- Apply as a school as long as the wider community is integrally involved and the project brings significant community benefits. We cannot fund activity which is the core remit of the school and which should be funded through education budgets.

#### **You cannot:**

- Apply if your project has already started.
- Apply for 100% funding from NCF.
- Apply for capital costs.
- Apply for core costs of running your organisation.
- Apply if you are a commercial company.
- Apply for projects that are only of benefit to yourself / yourselves. Think not what NCF can do for you but what NCF and being part of GN19 and you can do for Northumberland.

#### **You must:**

- Ensure that your programme is not part of a chargeable event, access must be free to residents of Northumberland.
- Be willing to engage in wide scale media engagement, promotion and advertising of your event.
- Provide references if asked to do so.
- Provide, if asked to do so, the appropriate protection policy and CRB checks for all project workers, paid or voluntary, for all project applications that work with children, young people or vulnerable adults.
- Be appropriately and adequately insured for the project you propose to do and be able to provide the correct evidence if asked to do so.

- We might also ask you to provide additional evidence appropriate to your project, for example copyright agreements if you are using existing materials such as photographs and moving images, music or text.
- Whatever the scale of your project you must evaluate it on completion. This must include financial evaluation and value for money.

## Appendix 2

### **Northumberland Cultural Fund: Application Form**

Title of project:

Applicant:  
(this is the person with whom we will correspond)

Organisation: *(If applicable)*

Job title:

Email:

Telephone:

Address:

Postcode:

In line with data protection legislation we need you to confirm that you wish to be part of our network to receive updates and news of opportunities. Please tick here to be added to our mailing list:

#### **Please tick all that apply:**

- A professional artist/ arts /cultural organisation
- A representative of a community group
- Someone who has never received any form of arts/cultural funding before

*(This information will not affect the success of your application)*

**Q1 Please describe your project. Which activities are you asking us to fund?**

**Q2 Who will this appeal to? Do you have any evidence of community support? How will you include people who might not usually take part in cultural activities and how will you support improving diversity and inclusion as part of your project?**

**Q3 Please provide an estimate of the numbers of audience / participants that you expect to engage.**

**Q4 If appropriate, which artist(s) do you plan to work with? Please provide evidence of their experience or links to their work if possible.**

**Q5 Will there be any longer term impact / legacy of your project? Can the work carry on in any way after the project is finished?**

**Q6 Having read the NCF guidelines, is there anything else you want to tell us about your project?**

**Q7 You are legally responsible for your project. How will you ensure that young people and the general public are safe?**

**Q8 Where will your project take place? Please provide the first 3-4 digit postcode for the locations. E.g. NE61**

**Q9 When will your project take place?**

**Q10 How much are you asking us for? (Up to £1,000 / Up to £5,000 / up to £10,000)**

**Q11 How will you market and promote your project and Great Northumberland 2019?**

**Q12 How will you evaluate your project? This needs to include a financial evaluation that demonstrates value for money.**

**Q13 Can you confirm if you are already registered to tell us your story through [www.discoverourland.co.uk](http://www.discoverourland.co.uk) or are you willing to use your project to tell us your story or your pride and passion for Northumberland?**

**Q14 Have you or a member of your group registered as an Ambassador for Discover Our Land through [www.discoverourland.co.uk](http://www.discoverourland.co.uk) ?**

**Q15 Would your event promote and support creative arts in health within Northumberland?**





## **IMPLICATIONS**

<b>Policy</b>	Northumberland Cultural Strategy and The Corporate Plan
<b>Finance and value for money</b>	All successful applicants must deliver an evaluation as part of their funding agreement which will include value for money.
<b>Legal</b>	No immediate implications and all grants awarded will be appropriately contracted.
<b>Procurement</b>	No immediate implications
<b>Human Resources</b>	No immediate implications
<b>Property</b>	No implications
<b>Equalities</b>	(Impact Assessment attached) Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
<b>Risk Assessment</b>	Risk assessment is the responsibility of the applicant as part of the funding agreement.
<b>Crime &amp; Disorder</b>	Engagement in culture can directly provide positive diversionary activity and the growth of culturally vibrant communities can reduce crime and disorder.
<b>Customer Consideration</b>	Supporting community engagement has to be demonstrated as part of the application process.
<b>Carbon reduction</b>	No immediate implications
<b>Wards</b>	All

## **Report sign off**

	initials
Finance Officer	Alison Elsdon
Monitoring Officer/Legal	N/A
Human Resources	N/A
Procurement	Teresa Palmer
I.T.	N/A
Executive Director	Kelly Angus
Portfolio Holder(s)	Cath Homer

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